

# SYSTEM AND METHOD FOR ENABLING ANONYMOUS PERSONALIZATION

## ABSTRACT

5 A system and method for anonymously customizing/accessing the viewing selection of interactive media services is disclosed. The system employs anonymous customization (personalization) of the media service to be used by a user based on the individual profile of a particular user. The user profile is modifiable based on the preferences/purchases/subscriptions of the user. The user profile is stored locally, thereby providing for onsite control of media services at locations.